



COLOUR
FORGE

BRAND GUIDELINES

www.thecolourforge.com

Brand logo Types A handy reference on our different logos

The Colour Forge has 3 versions of its logo (all include a mono version). Creative freedom is given when choosing what logo is used, however all other rules must be followed once the choice is made.

Mono Colour Logos may be changed to any flat colour that is associated with the Brand (See Brand guidelines) as well as white. Do not use any colour outside of the brand guidelines.

Full Colour logos may have the black elements (Hammer, Anvil and Forge Pin) Changed to white if required. Do not adjust the colour gradient.



Colour Forge Full Colour Logo - Stacked



Colour Forge Mono Colour Logo - Stacked



Colour Forge Full Colour Logo - Hobby Supplies



Colour Forge Mono Colour Logo - Hobby Supplies



Colour Forge -
Full Colour Icon



Colour Forge -
Mono Colour Icon

Brand logo

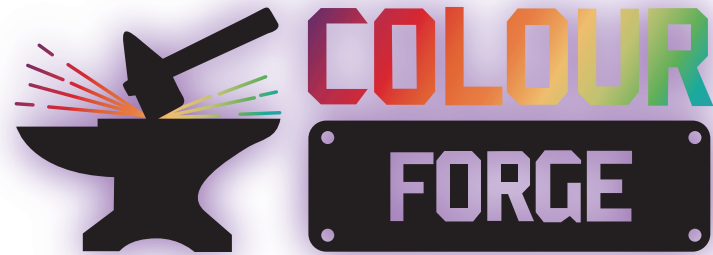
A handy reference on how our logo should be handled



Do Not place the logo close to other elements. Leave a 5mm margin around the logo.



Do Not add unnecessary embellishments like drop shadows, glows etc. to the logo.



Do Not tilt, rotate, stretch, skew or distort the logo in any way.



Do Not sit the full colour logo on coloured backgrounds. Use mono instead.



Do Not apply the gradient to any other part of the logo.



Brand Colours

A handy reference for our colour palette

The Colour Forge as its brand name suggests, is a brand that utilizes colour in all aspects of its marketing. There are no colours that are off limits when creating elements for The Colour Forge. The gradient in the main logo may not change, and all other guidelines must still be followed, e.g. no clashing colours with the logo, etc. For reference, please find below all the colours used in the gradient found in The Colour Forge Logo.



Purple

CMYK C 65% / Y 94% / Y 27% / K 18%
RGB R 106 / G 43 / B 99
Hex Code #6a2b63



Red 1

CMYK C 21% / Y 94% / Y 60% / K 12%
RGB R 181 / G 41 / B 69
Hex Code #b52945



Red 2

CMYK C 9% / Y 97% / Y 89% / K 2%
RGB R 212 / G 31 / B 37
Hex Code #d41f25



Orange 1

CMYK C 7% / Y 74% / Y 89% / K 1%
RGB R 223 / G 92 / B 41
Hex Code #df5c29



Orange 2

CMYK C 6% / Y 61% / Y 81% / K 0%
RGB R 230 / G 123 / B 59
Hex Code #e67b3b



Yellow 1

CMYK C 6% / Y 26% / Y 65% / K 0%
RGB R 241 / G 194 / B 108
Hex Code #f1c26c



Yellow 2

CMYK C 27% / Y 13% / Y 68% / K 1%
RGB R 203 / G 199 / B 107
Hex Code #cbc76b



Green 1

CMYK C 51% / Y 11% / Y 80% / K 0%
RGB R 146 / G 180 / B 84
Hex Code #92b454



Green 2

CMYK C 66% / Y 8% / Y 86% / K 0%
RGB R 99 / G 170 / B 77
Hex Code #63aa4d



Green 3

CMYK C 77% / Y 6% / Y 65% / K 0%
RGB R 34 / G 165 / B 120
Hex Code #22a578



Blue 1

CMYK C 78% / Y 10% / Y 44% / K 0%
RGB R 0 / G 163 / B 156
Hex Code #00a39c



Blue 2

CMYK C 75% / Y 19% / Y 26% / K 2%
RGB R 43 / G 156 / B 178
Hex Code #2b9cb2

Brand Typeface

A handy reference for each of our fonts

There are two main typefaces used in The Colourforge. These are used for both print and digital media. Some creative freedom is given to the size and weight of the typefaces, however they must be from the same font family.

Colour Forge Header Copy

**- FIRA SANS -
EXTRA BOLD**

Colour Forge Title Copy

**- ROBOTO -
BLACK**

Colour Forge Body Copy

**- ROBOTO -
LIGHT
REGULAR
MEDIUM**

Brand Imagery A handy reference to give us the correct look

The Colour Forges main brand image is featured below. This image can be used in all aspects of marketing The Colour Forge brand. Other imagery may be used when marketing The Colour Forge brand, however this must follow the theme of, colour, industry and the hobby (models, games, etc.) If you are unsure please contact The Colour Forge for approval.

